

# The Arizona Prescription Drug Misuse and Abuse Initiative

**A Top Down Meets Bottom Up Collaboration to Address the Rx Drug Epidemic**



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**Arizona Criminal Justice Commission**

**February 25, 2014**

# Conceptual Framework

Expected Increases (+) and Decreases (-)

## SUPPLY

+

+

-

Attitudes & Awareness

Use of the PDMP

Scripts & Pills Dispensed

Availability

Misuse and Abuse

Consequences

### Health

ED visits  
Deaths  
NAS  
Tx Admissions

### Crime & Delinquency

School Suspensions  
Drunk/High @ School  
Youth Arrests  
Rx Drug Investigations  
DUI-D

Lack of LE Training

## DEMAND

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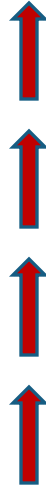
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Attitudes & Beliefs

Antecedent Behavior

Social Acceptance  
Perceived Low Risk  
Expectations of Health Consumer

Unsafe Storage & Disposal  
Sharing Scripts  
Lack of Resistance Strategies  
Lack of Parent-Child Communication



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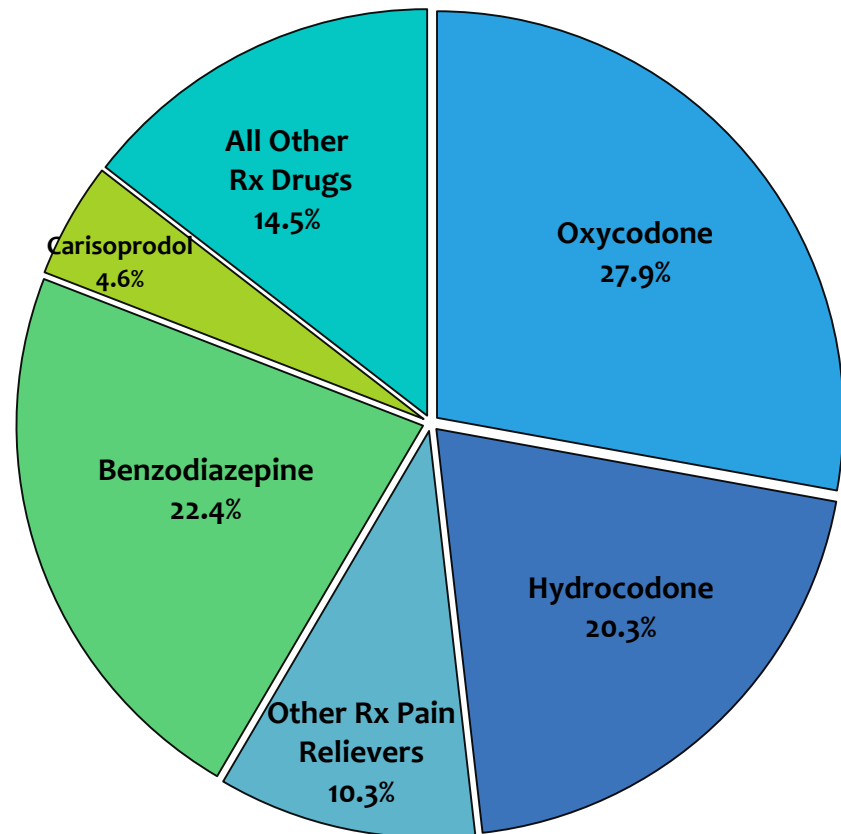


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# The Problem?

## Percentage of Pills by Drug Type in Arizona (2012)

- ~ **585 million** Class II-IV **pills** were prescribed in Arizona in 2012
- **Pain Relievers** had the highest % of scripts, pills and average number of pills per day; accounting for **58.5%** of all pills prescribed
- **Hydrocodone** and **Oxycodone** accounted for 82.4% of all pain relievers prescribed in Arizona
- Why it matters = probability and **access!**

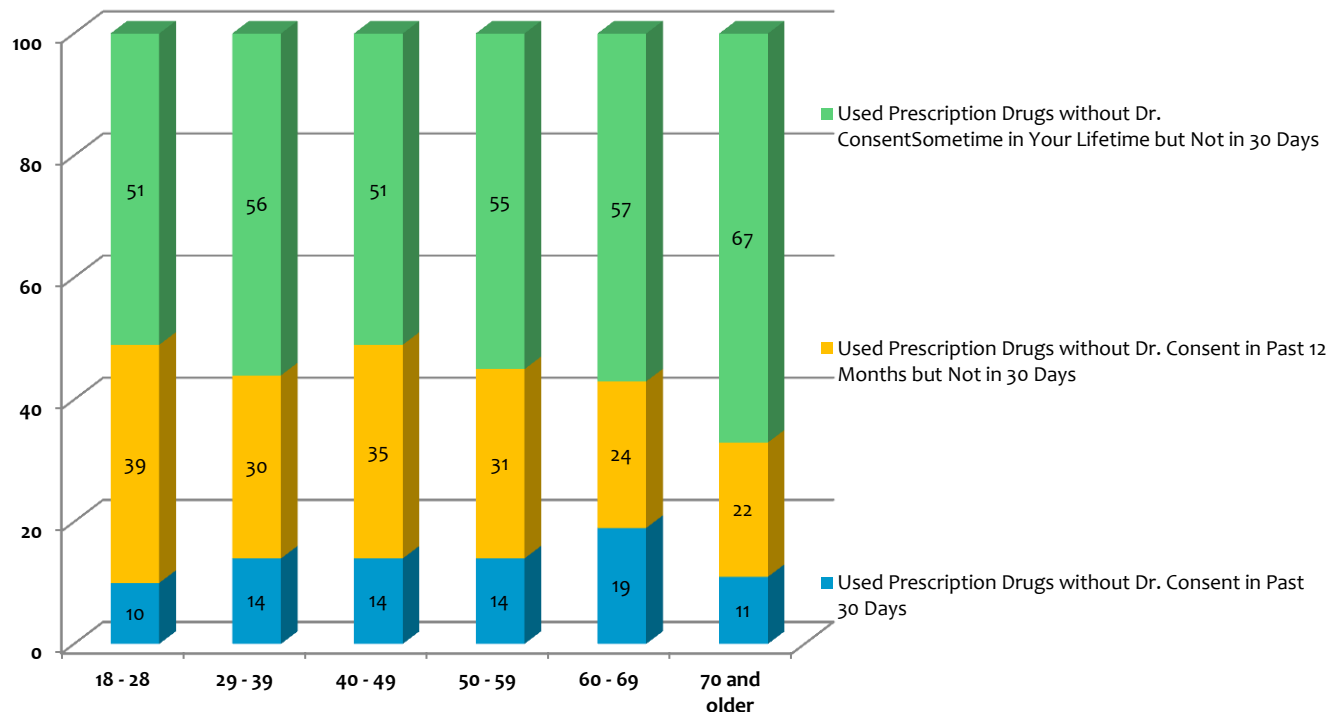


# Who Is It Affecting?

## ARIZONA ADULTS

In 2010, ~50% of adults reported Rx drug misuse in the past 12 months and 13% reported misuse in the past 30 days

- 47% of Rx abusers reported misusing **Pain Relievers**, 32% Sedatives and 3.3% Stimulants

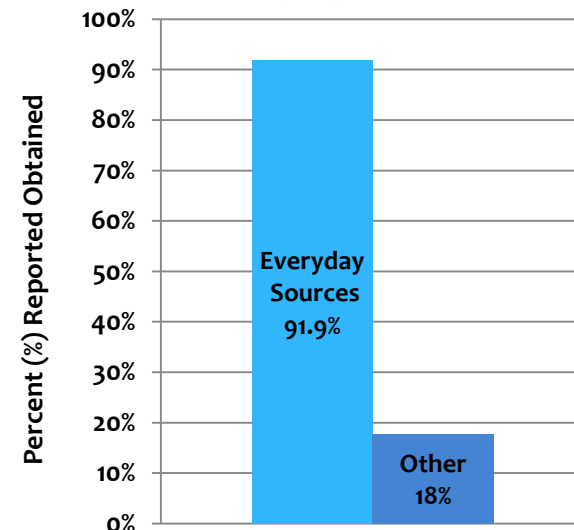


# Who Is It Affecting?

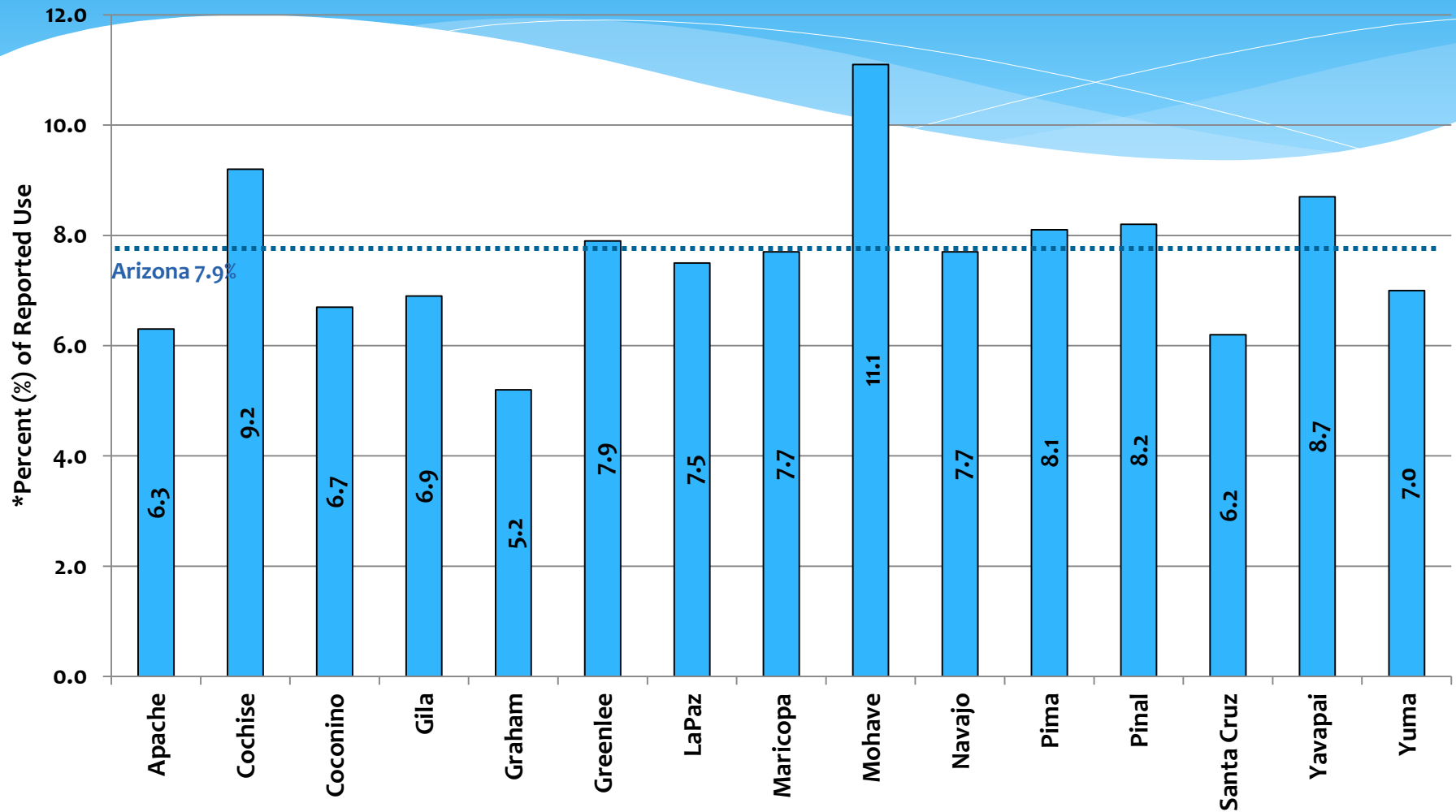
## ARIZONA YOUTH

- \* In 2012, **7.9% of AZ youth reported current Rx drug misuse** (the most commonly used substance after alcohol, tobacco and marijuana)
- \* Though a moderate decrease occurred between 2010 and 2012, **Arizona remains the 6<sup>th</sup> highest state in the country for Rx drug misuse among individuals 12+ years**
- \* While rates of Rx type use were comparable to national levels for Sedatives and Stimulants, Arizona youth in all grades reported higher rates of **Pain Reliever misuse**
- \* The **majority** of youth (91.9%) reported **obtaining** them **from everyday sources** (e.g. friends and family/home)

Sources of Rx Drugs for Arizona Youth  
(2012)



## Percentage of Youth Current (30 Day) Rx Drug Misuse and Abuse (2012)



\*Y-axis altered for visual purposes; accurate representation is out of 100%

# What Is It Costing Us?

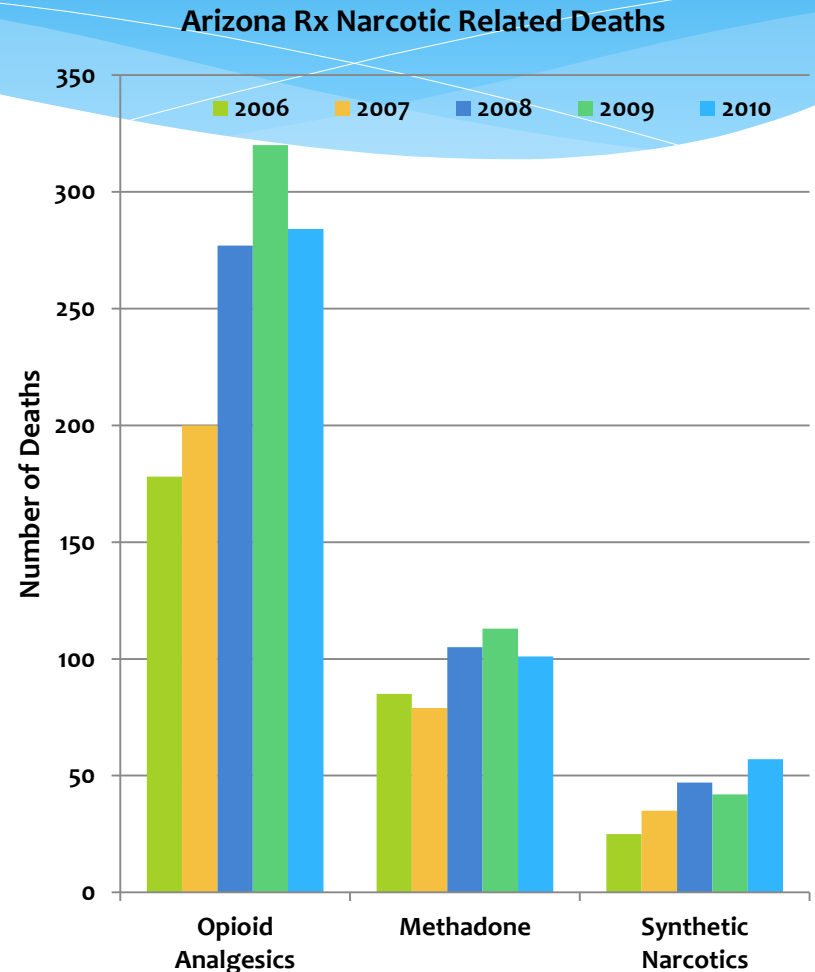
## \* Mortality & Morbidity

- \* Opioid-related cases in the **ED** have consistently **increased**
  - \* An 86% increase between 2008-2011
- \* 490 **deaths** involved Rx narcotic drugs in AZ in 2010 (**A 53.5% increase** between '06-'10)
  - \* 11% were youth & young adults between 15-24 years
  - \* **Opioid Analgesics accounted for 64.3%**

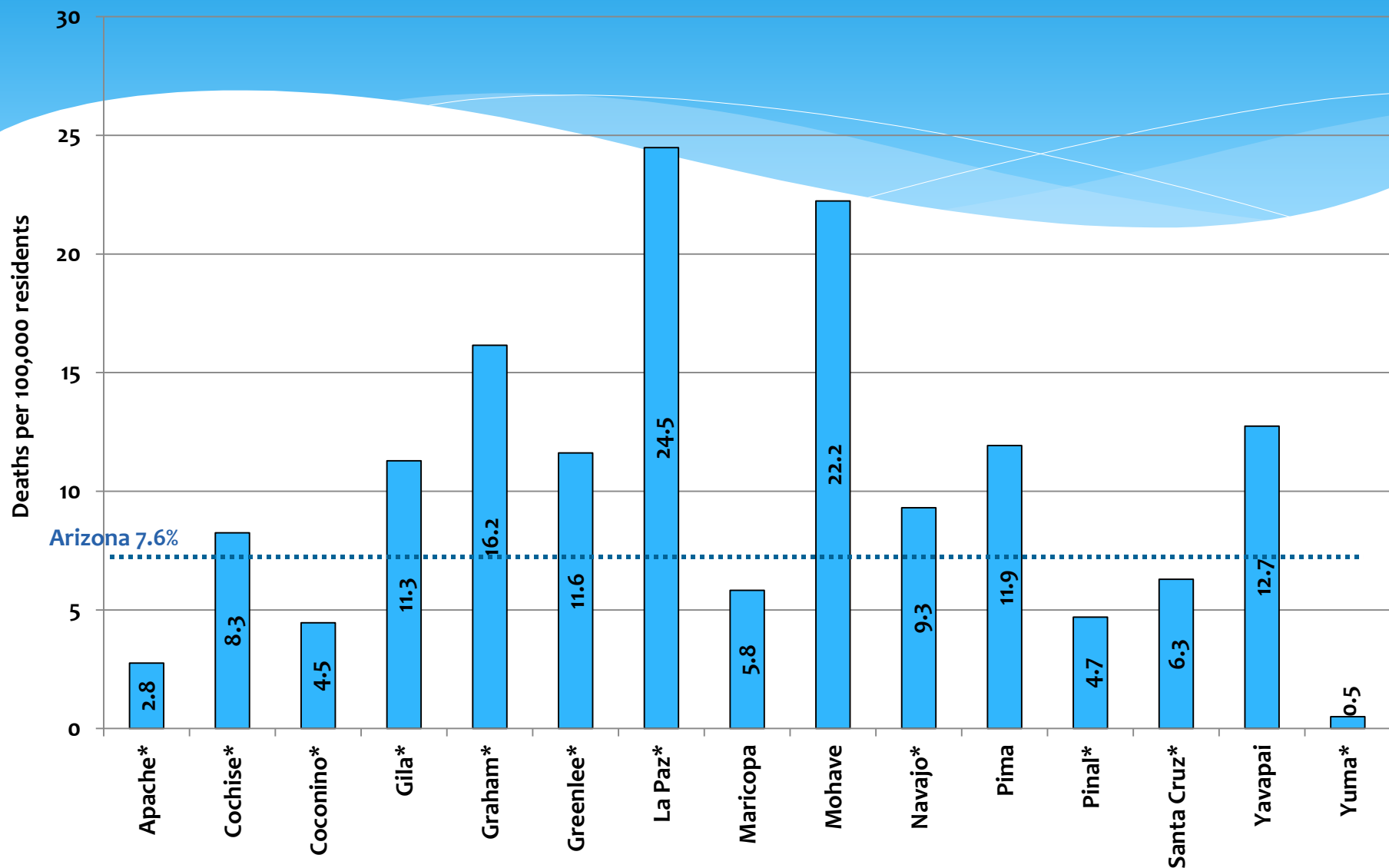
## \* Increase in Crime

## \* Increase in DUI-D

## \* Increase in babies born with NAS



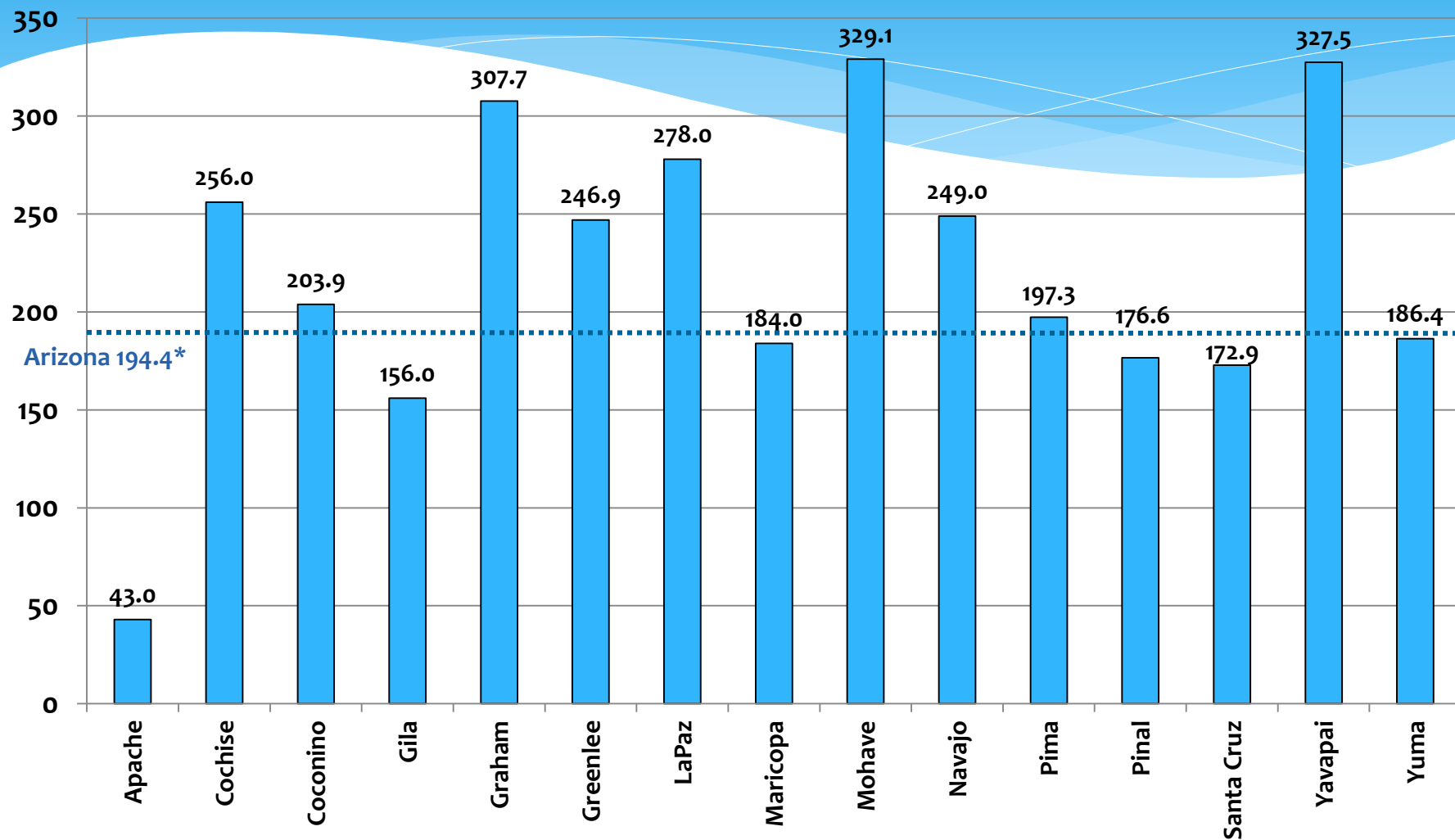
# Arizona Fatalities with Prescription Opioids as a Contributing Factor by County (2010)



\*Rates are unstable due to low counts (n<20)

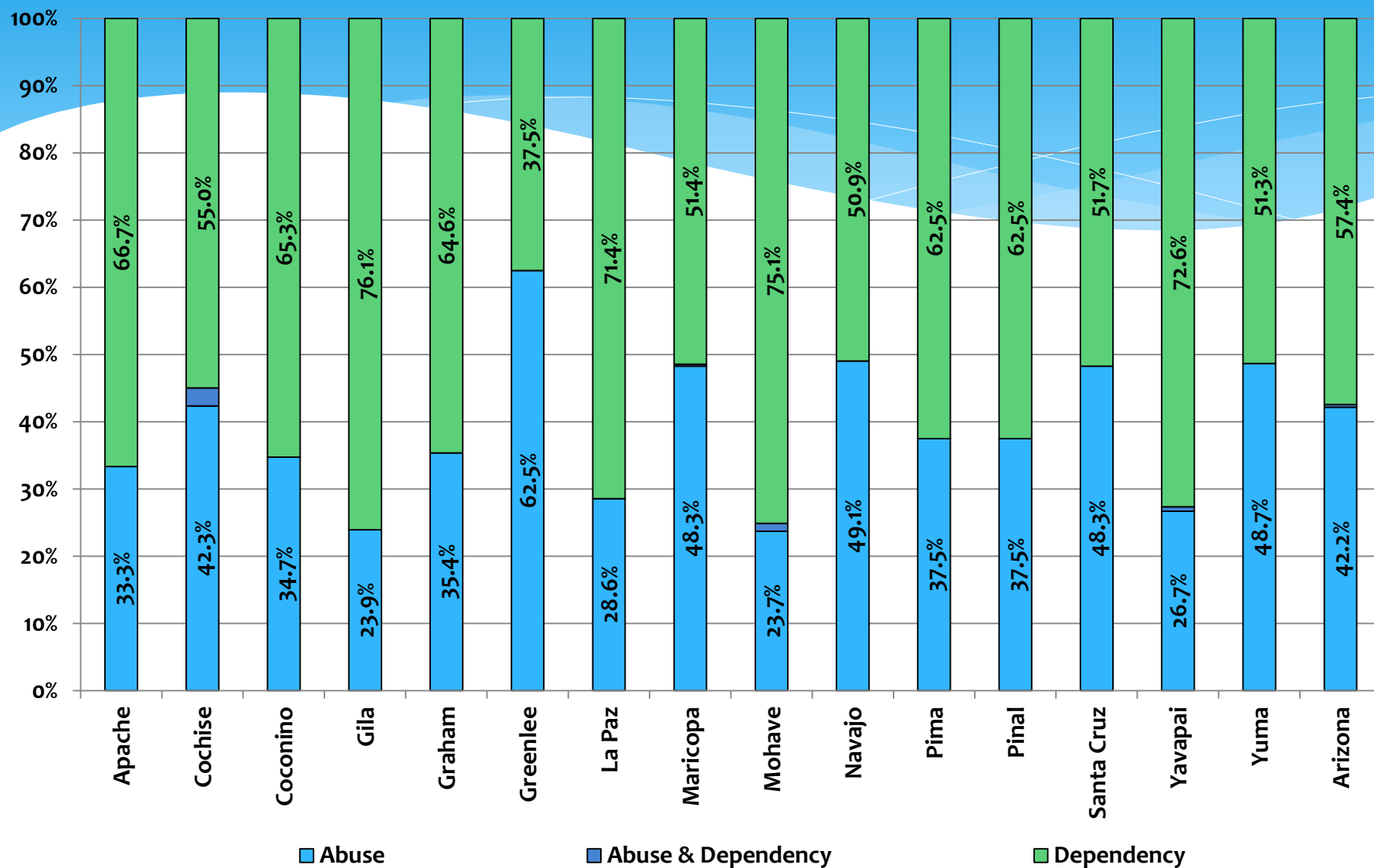


## Age-Adjusted Non-Fatal Poisoning-Related Emergency Department Visits by County, Arizona 2011 (n=12,513\*)



\*Excludes 3 individuals with unknown county information; Arizona rate not age-adjusted

# Arizona Opioid-Related Emergency Department Visits by County and Type (2011) n=8,748

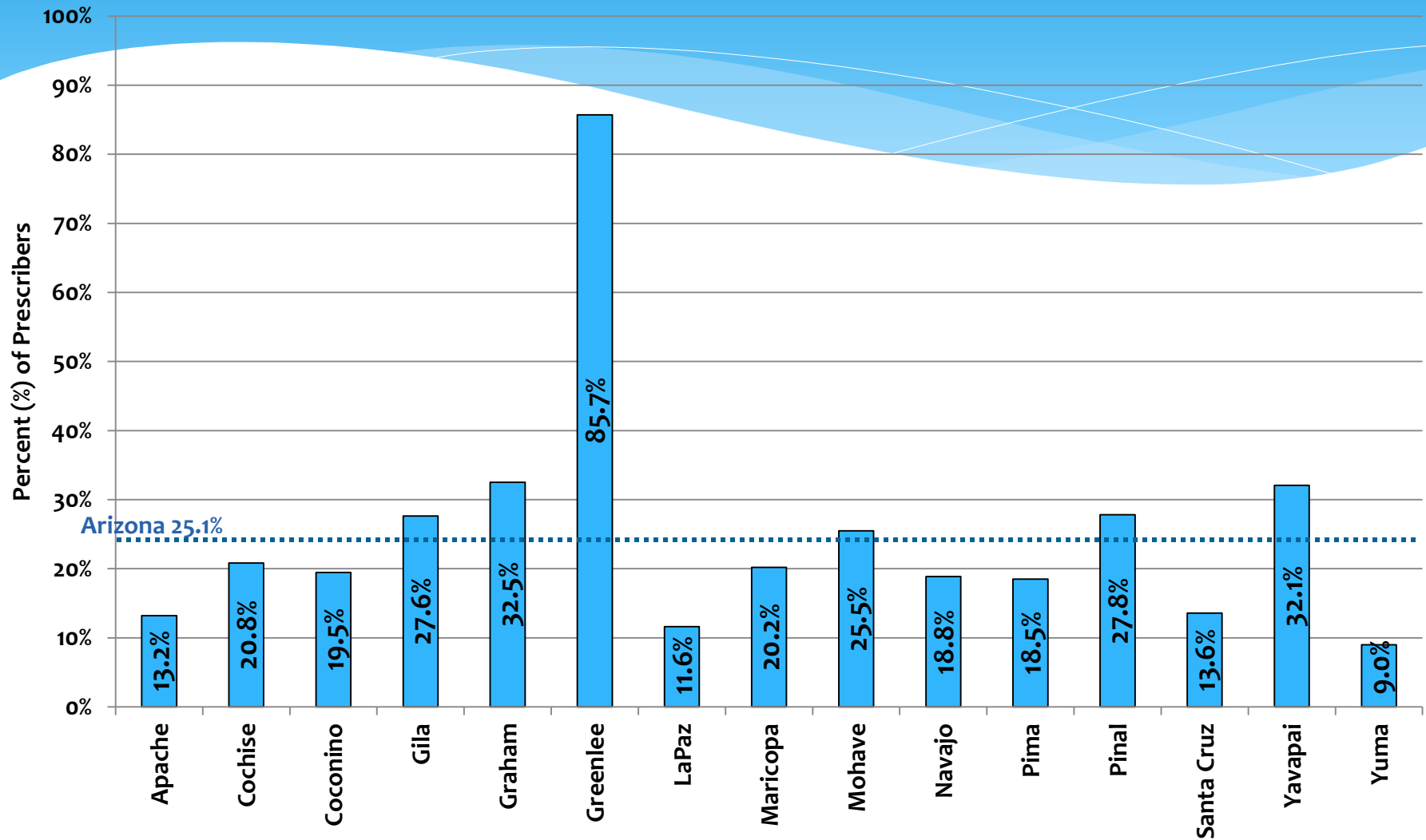


# What Is Amplifying The Problem?

i.e., What Can We Change?

- \* Social acceptance and the **perception of “safety”** by parents, youth, health consumers and some medical professionals
  - \* Lack of proper disposal and storage
  - \* Lack of understanding about risks
  - \* Lack of resilience skills
- \* **Only 25%** of AZ prescribers are using the Prescription Drug Monitoring Program (PDMP) – as low as 9% of prescribers in some counties
- \* Imbalanced **dose: diagnosis** correspondence (e.g., 60 count Oxycodone 30mg for wisdom teeth removal)
- \* Lack of **education and inconsistent prescribing guidelines** for Rx narcotics – prescribers were told a little over a decade ago that they weren’t assessing pain well enough
- \* **Unrealistic expectations of the Health Consumer** for zero pain and immediate gratification

# Percentage of Prescribers Signed Up to Use the PDMP



# FINDING A SOLUTION

## The Arizona Rx Drug Misuse and Abuse Initiative

**A Multi-Systemic Approach:**

**Medical/Treatment, Law Enforcement and Prevention**

# Initiative Ontology

- \* ASAP

- \* Leveraging existing resources
- \* Data-driven-decision-making

- \* Expert Panel

- \* Public Health ~~vs.~~ *and* Public Safety: a multi-systemic approach

- \* Coalitions, Task Groups and Local Champions

- \* The vehicles of change
- \* “Home Grown” or “Backyard” approach

# The Strategies

1. **Reduce** Illicit Acquisition and **Diversion** of Rx Drugs
2. Promote **Responsible Prescribing and Dispensing** Policies and Practices
3. Enhance Rx Drug **Practice and Policies** in Law Enforcement
4. Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse
5. Enhance **Assessment and Referral** to Treatment

# Strategies

METHOD	MODE # Reached and Type Used for Process Evaluation
<b>Promote PDMP Sign Up &amp; Use</b>	Education & Training
	Report Cards
	Email Blasts
	Certificate Awards
	Letters
	Door-to-Door
<b>Promote Proper Storage and Disposal Methods</b>	Education & Training (Rx360 Curriculum)
	Permanent Drop Boxes and Take-Back Events
	Media
	Community Events
	Patient Handouts
<b>Promote Responsible Prescribing</b>	Education & Training
	Best Practice Consensus Meetings and Documents
	Board and Professional Organization Endorsement
	Email Blasts
	Report Cards
<b>Enhance Law Enforcement Practices</b>	Education & Training (Rx Drug Crimes Curriculum)
	Efficient Reporting System
<b>Increase Public Awareness and Patient Education</b>	Parent and Youth Education & Training (Rx360 Curriculum) - Risks and resistance strategies
	Patient Education - risks and benefits; adherence to treatment; pain management expectations; available alternatives
	Media
	Community Events
<b>Enhance Assessment and Referral to Treatment</b>	Education & Training



# PMDP Prescriber Report Card

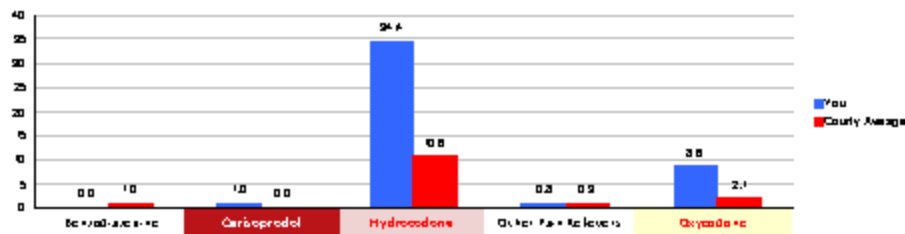
DEA# XXXXX4382

A continuing review of the Prescription Drug Monitoring Program (PDMP) from 10/2012 through 9/2013 reveals the following about your prescribing habits:  
You have been identified as an outlier<sup>1</sup> with respect to the number of prescriptions written and/or quantity of pills prescribed for one or more of Benzodiazepine, Carisoprodol, Hydrocodone, Other Pain Relievers, and Oxycodone. Please review your data below.

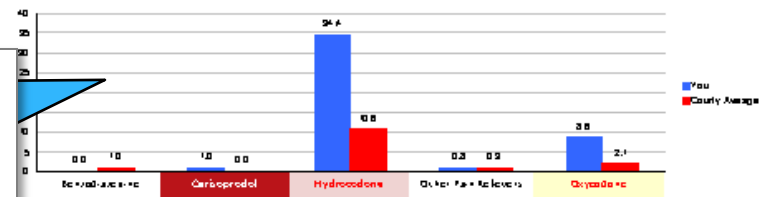
<sup>1</sup> 1, 2, or ≥3 Standard Deviations above the mean for Dental prescribers in your county

Normal >1 >2 >3

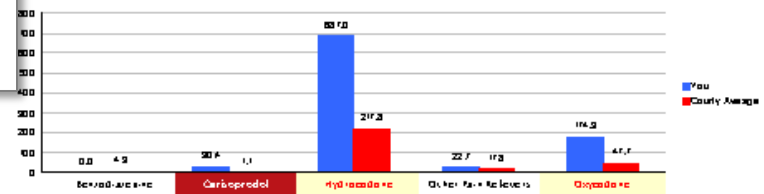
Prescriptions Written



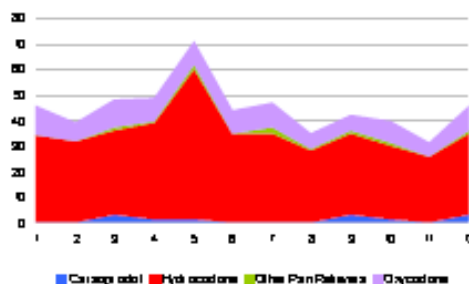
Prescriptions Written



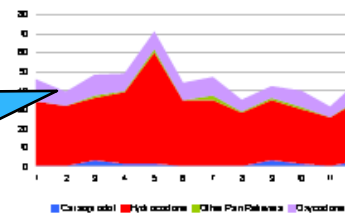
Quantity of Pills



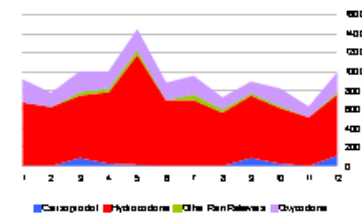
Prescriptions Written



Prescriptions Written



Quantity of Pills



If you are not currently signed up for access to the Prescription Drug Monitoring Program (PDMP) Please visit:

[http://www.azpharmax.gov/CS-Rx\\_Monitoring/practitioner\\_procedures.asp](http://www.azpharmax.gov/CS-Rx_Monitoring/practitioner_procedures.asp)

For additional information please contact the Arizona State Board of Pharmacy (602) 771-2744

# Raising Awareness

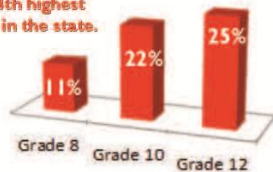
## Prescription Drug Abuse

**It's an epidemic**

**Stay Informed & Save Lives**

Our youth are abusing pills at alarming rates, the 4th highest rate in the state.

Percent of Youth Abusing Prescription Drugs in Yavapai County



## #1 Cause of Accidental Death

According to the Centers for Disease Control, poisoning is now the #1 cause of accidental death in the U.S.

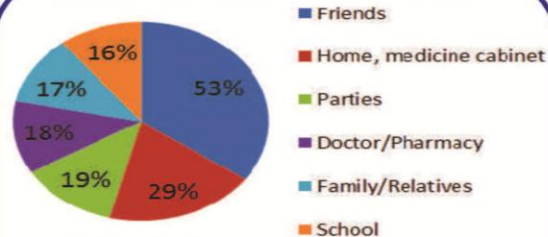
**Pain killers are the leading cause.**

Prescription pain killers result in more accidental drug overdoses than cocaine & heroin combined.  
2 X more drug deaths than cocaine.  
6 X more than heroin.

**DID YOU KNOW** abusing prescription drugs can be just as dangerous, addictive and even deadly as using 'street' drugs?

**It's a DEADLY MIX**

## Where Youth Obtain Prescription Pills



In Yavapai County, the unofficial number of young people who have died accidentally from prescription drug related causes recently is **8 needless deaths.**

Skittles or pharm party. Kids bring pills to a party. Each kid grabs some of the pills to take, many times also drinking alcohol.

## CAN WE COUNT ON YOU?

- Take medications only as prescribed.
- Monitor all medications in your home, including cough medicine and other over the counter medicines.
- Safely lock medications in a lock box or cabinet.
- Safely dispose of unwanted medications at local law enforcement drop boxes and at MATFORCE Dump the Drugs.
- Talk to your kids about the risks of abuse.



Safeguard cough syrup and other medicines too!

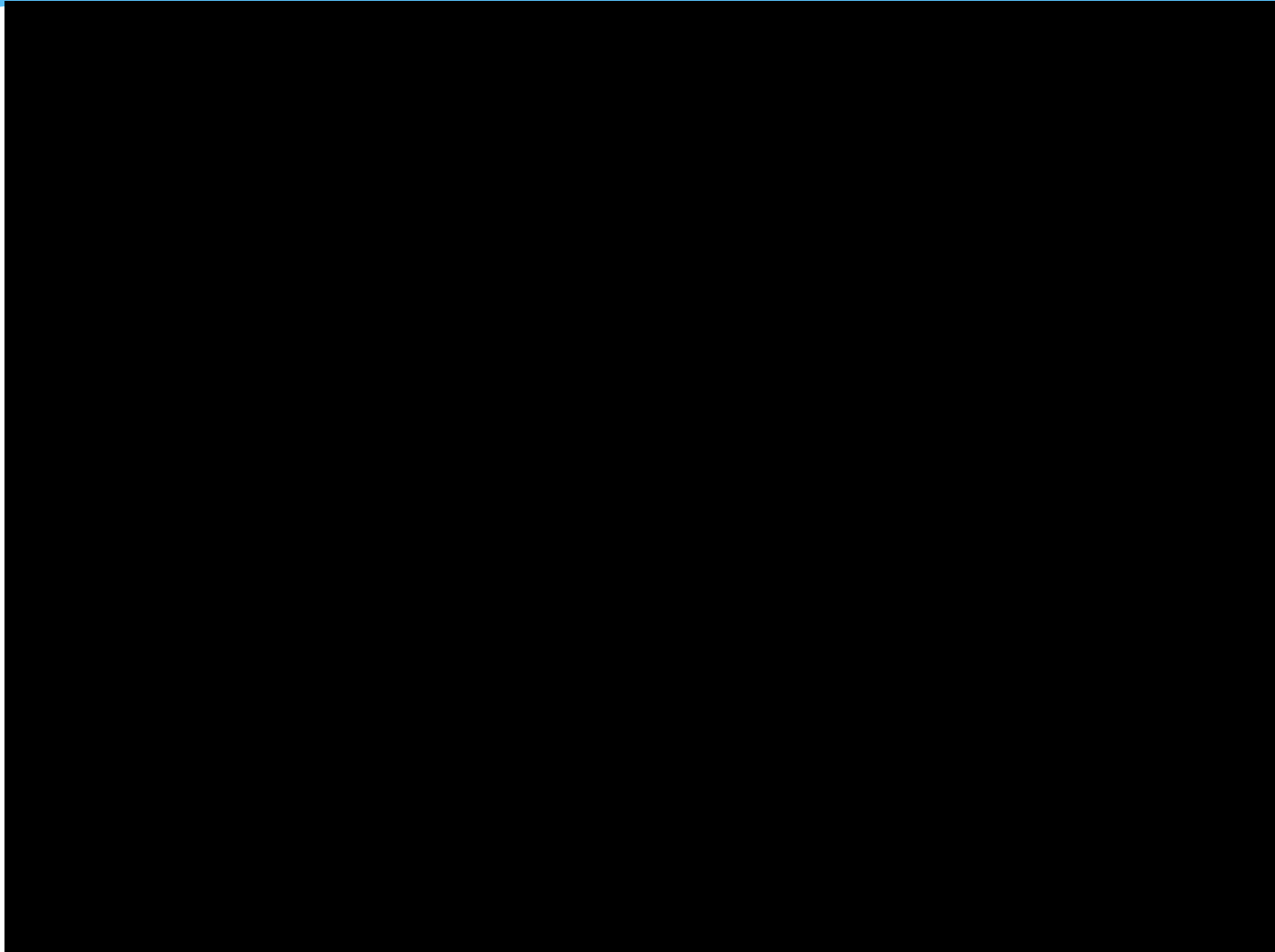
- Ask your doctor or pharmacist if they are signed up to save lives with the state's Prescription Monitoring Program (PMP).

**MATFORCE**  
Working together to reduce substance abuse

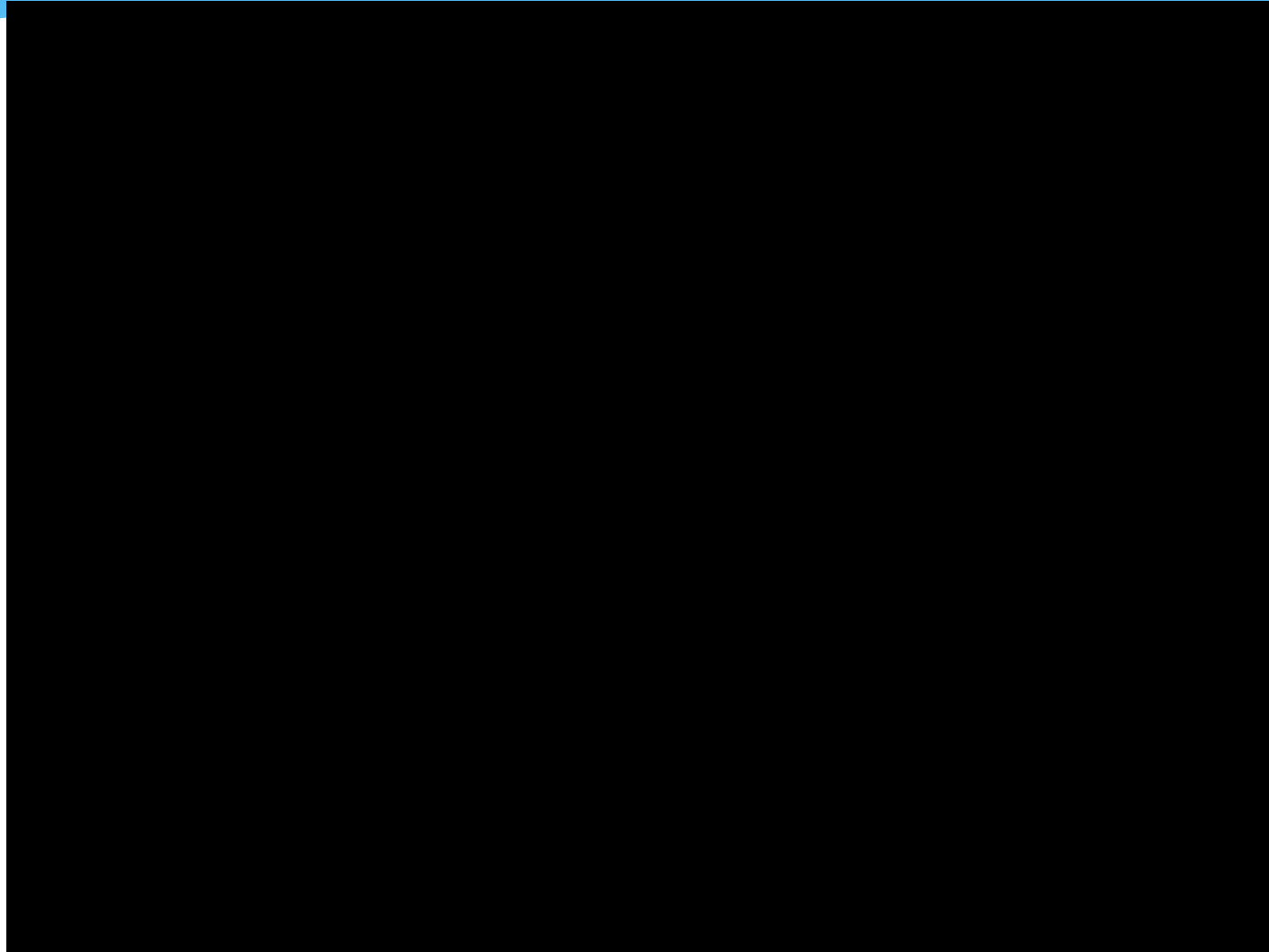
matforce.org

Winter 2013. Sources: AZ Youth Survey 2012, Centers for Disease Control (CDC), National Institute on Drug Abuse (NIDA).

# Raising Awareness



# Raising Awareness



# PDMP Sign Up

Rx Pain Relievers  
accounted for 61.3% of  
all pills prescribed in  
Pinal County.



1 in 7 Pinal County 12th  
graders reported current  
pain reliever prescription  
misuse.

*Data Source: Arizona Criminal Justice Commission*

## Using the CSPMP Can Help Save Lives!

### Registration:

A.R.S. § 36-2606 requires each medical practitioner who is licensed under Title 32 and who possesses a DEA license to register with the Controlled Substance Prescription Monitoring Program (CSPMP). **Each DEA license should have an associated registration.** There is NO fee to the practitioner for this registration.



### Accessing the Data:

The Arizona State Board of Pharmacy CSPMP system grants access accounts to practitioners and pharmacists so that they may look up, view, and print controlled substance dispensing information on their specific patients. The process has recently (December 2013) been streamlined into a ten-minute registration. Go to [www.azpharmacy.gov/pmp](http://www.azpharmacy.gov/pmp) to register.



*Partnering for a safe and drug-free community.*

P.O. Box 11043 Casa Grande, AZ 85130 | 520-836-5022

CasaGrandeAlliance@gmail.com | [www.CasaGrandeAlliance.org](http://www.CasaGrandeAlliance.org)



# PDMP Sign Up

## Sign Up to Save Lives

MATFORCE is encouraging physicians  
and pharmacists to register for the  
Controlled Substances Prescription  
Monitoring Program  
[matforce.org](http://matforce.org)

### **MATFORCE**

*Working together to reduce substance abuse*






# Storage and Disposal

When securing or disposing of your prescription drugs — don't forget mine!



Collaboration with the AZ Board of Pharmacy, Az Criminal Justice Commission, AZ Dept. of Health Services, Drug FreeAZ.org, Cenpatco of Arizona and the Graham and Greenlee County Substance Abuse Coalitions



*When someone you love becomes a memory, the memory becomes a treasure.*



Casa Grande Alliance  
PO Box 11043 Casa Grande, AZ 85130  
Phone: 520-836-5022 | Fax: 520-836-9915  
CasaGrandeAlliance@gmail.com  
www.CasaGrandeAlliance.org

Prescription drugs are the most commonly abused drugs among 12 to 13 year olds.  
*Protect your loved ones from misuse. Dispose of unused or expired prescription drugs.*

## PERMANENT PRESCRIPTION DROP-OFF SITES

### GRAHAM COUNTY

Safford Police Dept.  
525 10th Avenue  
Safford, Arizona

Thatcher Police Dept.  
3700 W. Main Street  
Thatcher, Arizona

Graham County Sheriff's Dept.  
523 S. 10th Avenue  
Safford, Arizona

Pima Police Dept.  
136 W. Center Street  
Pima, Arizona

### GREENLEE COUNTY

Clifton Police Dept.  
520 N. Coronado Blvd  
Clifton, Arizona

Gila Health Resources  
401 Burro Alley  
Morenci, Arizona

Duncan Community  
Health Center  
227 Main Street  
Duncan, Arizona

*Items NOT accepted include: creams, lotions, ointments, aerosols, liquids, inhalers, thermometers, hydrogen peroxide, needles or sharps*

**We are so sorry for your loss.**  
*There are many things you are now going to have to do, so here is one less thing for you to worry about.*

How to dispose of unused or expired medications  
**PERMANENT DROP-OFF SITES**


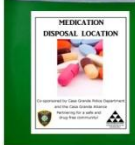


**CASA GRANDE:**  
Casa Grande Police Dept.  
373 E. Val Vista Blvd.  
or  
520 N. Marshall Street

**ELOY:**  
Eloy Police Dept.  
630 N. Main Street


**COOLIDGE:**  
Coolidge Police Dept.  
911 S. Arizona Blvd.

**FLORENCE:**  
Florence Police Dept.  
425 N. Pinal Street  
Pinal County Sheriff's Office  
971 Jason Lopez Circle, Bldg. C

For more information visit  
[www.CasaGrandeAlliance.org](http://www.CasaGrandeAlliance.org) or call 520-836-5022.


# Storage and Disposal





**THERE'S A NEW DEALER IN TOWN.**

Prescription drug abuse is a problem among Pinal County teens today. You can definitely do something to stop it. Safeguard your medicine cabinet and dispose of unused medicine. Find an Rx drop box location near you by visiting [CasaGrandeAlliance.org](http://CasaGrandeAlliance.org).

**YOU CAN STOP THE DEALER.**

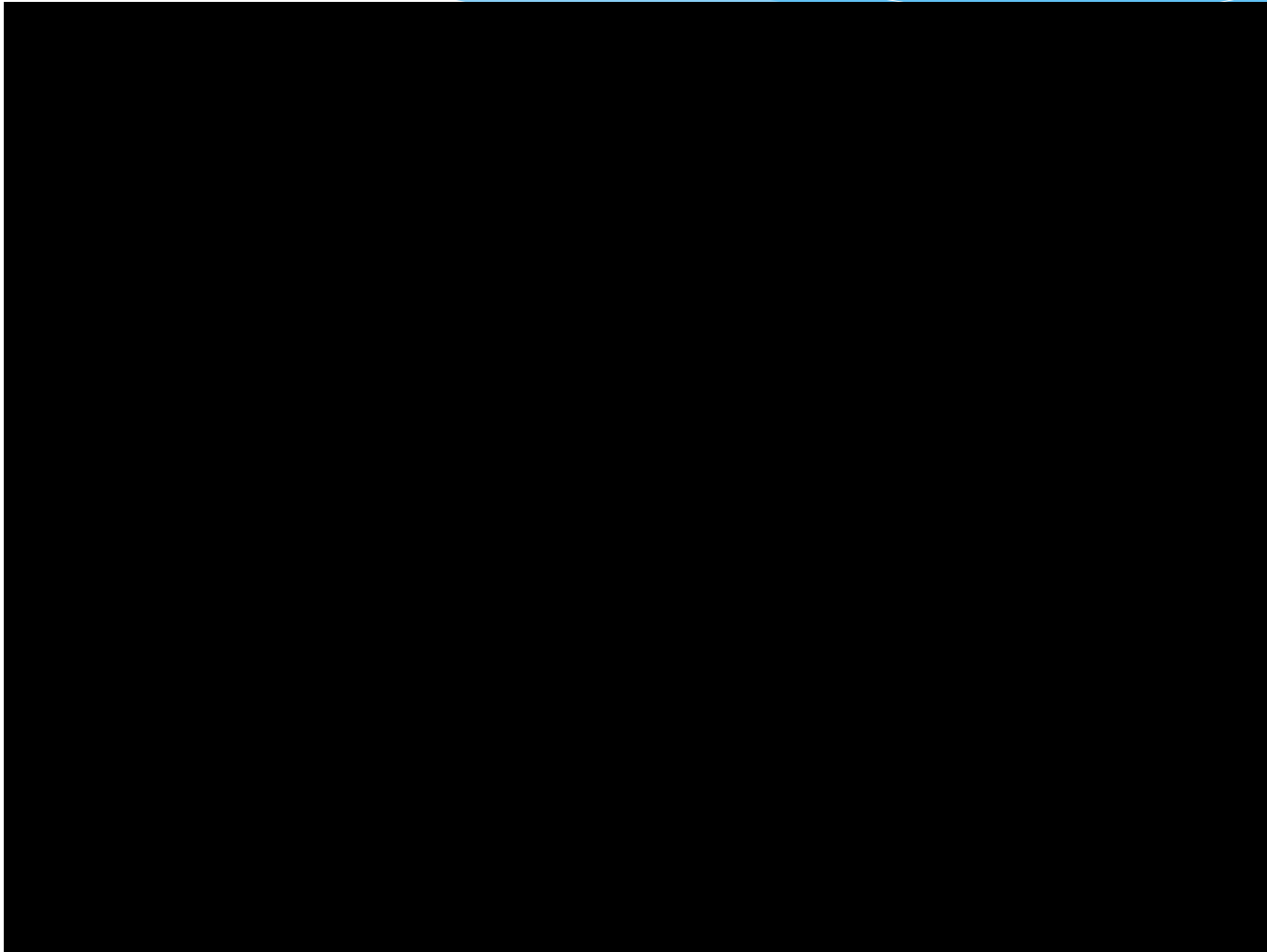
 Casa Grande Alliance  
Partnering for a safe and drug-free community  
520-836-5022  
Office of National Drug Control Policy / Partnership for a Drug-Free America™

  
A Safer Community for Everyone  
Pinal County  
Substance Abuse Council





# Safe Storage



# Preliminary Evaluation Results

## **Breadth, Depth and Efficacy**

**Did We Change Knowledge, Attitudes, Awareness,  
Beliefs and BEHAVIOR?**

# Process Evaluation Highlights

- \* 34 drop boxes are operational in the pilots and ten take-back events have been held, **collecting over 7,000 lbs** of unused/unneeded Rx
- \* **5 of 6 hospitals** are implementing ED Guidelines
- \* Over **1,400 prescribers** are receiving quarterly report cards
- \* **147 professionals** have received comprehensive Best Practice training or door-to-door approach
- \* **201 Law Enforcement Officers** have received Rx Crimes curriculum
- \* **~9,000 youth** and **900 adults** have received the Rx360 curriculum
- \* **~54,000 people** have been reached via community events
- \* Over **353,000 people** have been reached via public messaging and media methods

# The Supply Side

- \* PDMP **sign up** has **increased** 71% in our pilot counties
- \* PDMP **use** has **increased** (as high as 60% in one county)
- \* Number of **prescriptions and pills** for Oxycodone, Hydrocodone, Other Pain Relievers, Benzodiazepine, and Carisoprodol **have decreased**
- \* The percentage of doctors deemed “**outliers**” (>1 SD above the mean) has **decreased**

# The Demand Side

- \* Public **Awareness** of the Rx problem **increased**
- \* **Awareness** of the risks of Rx misuse and abuse **increased**
- \* **Knowledge** of proper storage and disposal **increased**
- \* **Parents** became **more aware** of the importance of talking to their kids about Rx misuse and developing resistance strategies
- \* **Parents** felt **more equipped** to have conversations with their kids about Rx misuse and developing resistance strategies

# Law Enforcement

- \* **Awareness** of the Rx problem **increased**
- \* **Beliefs** that law enforcement officers play an important role in prescription drug diversion **increased**
- \* **Knowledge** of specific information around Rx fraud investigation procedures **increased**

# Lessons Learned

- \* **PDMP needs improvement**

- \* Not real-time
- \* Online sign-up an improvement but mandatory tutorial still a roadblock
- \* Physicians asking for ability to have **office designee**

- \* **Reimbursement/Patient Satisfaction issue in ED**

- \* **Need for Community Prescriber Guidelines**

- \* **Need for Patient Education**

- \* **Referral to Tx methods challenging**

- \* **RMS systems presenting challenges for systematic Rx crimes flagging system**

# Next Steps

- \* **Patient Education** (e.g., alternatives, adherence to Tx, pain expectations, contracts)
- \* **PCP and Community Prescriber Guidelines** (March summit)
- \* **Prescriber Training Modules**
- \* **Referral to Tx process**
- \* **Addressing unintended consequences**
  - \* Pharmacy/Prescriber Communication
  - \* Dysphoria and Desperation
  - \* Shift to Heroin
- \* **Curriculum piece for Pharmacy and Medical student training**
- \* **Continued endorsement of Boards and Professional Organizations**
- \* **Legislation – Office Designee; Good Samaritan Law**
- \* **New Counties and intended statewide plan**



# What Can You Do?

- \* **Public awareness & education**
- \* **Engagement with local substance abuse coalitions**
- \* **Integrate into school health, injury prevention, worksite wellness, home visiting, WIC**
- \* **Chronic disease self-management**
- \* **Encourage prescribers to utilize PDMP**
- \* **Work with local law enforcement to secure permanent drop box locations**

# Contacts

For additional information, please visit our website <http://www.azcjc.gov/acjc.web/rx/default.aspx> or contact:

- \* Karen Ziegler (initiative co-chair): [kziegler@azcjc.gov](mailto:kziegler@azcjc.gov)
- \* Sheila Sjolander (initiative co-chair): [Sheila.Sjolander@azdhs.gov](mailto:Sheila.Sjolander@azdhs.gov)
- \* Tammy Paz-Combs (ASAP contact): [tcombs@az.gov](mailto:tcombs@az.gov)
- \* Jeanne Blackburn (state-level strategies): [Jblackburn@az.gov](mailto:Jblackburn@az.gov)
- \* Phil Stevenson (evaluation): [pstevenson@azcjc.gov](mailto:pstevenson@azcjc.gov)
- \* Shana Malone (county-level strategies): [smalone@azcjc.gov](mailto:smalone@azcjc.gov)
- \* Dean Wright (PDMP specifics): [DWright@azphamcy.gov](mailto:DWright@azphamcy.gov)
- \* Shelly Mowrey (prevention): [shellymowreymail@gmail.com](mailto:shellymowreymail@gmail.com)
- \* Tomi St. Mars (prescriber education): [Tomi.St.Mars@azdhs.gov](mailto:Tomi.St.Mars@azdhs.gov)